

REMARKS

Reconsideration of the pending application is respectfully requested.

Entry of the amendment is respectfully requested.

I. Claim Objections of Claims 14 and 19

The Examiner objects to the phrase "...a full and complete message..." as being not expressly or explicitly disclosed in the Specification. Applicant has clarified the wording by making reference to the targeted impressions as being "non-teaser" impressions. Applicant notes that the non-teaser nature of the impressions of the present invention is a feature which the Examiner has understood, and agreed to, during the telephonic interview conducted on 3/8/2005. (Interview Summary). Therefore, it should be unequivocally clear as to the distinction between "teaser," or thumbnail, ads of Hanson, vis-à-vis the "non-teaser" impressions of the present invention.

The use of "non-teaser" impressions, as opposed to "teaser" ads or "thumbnail" ads, can be clearly understood throughout the Specification by those skilled in the art. The Specification consistently makes references to complete advertisements or target impressions, which are automatically transmitted to the mobile users based on the profiles of the users, all without their intervention or selection.

Withdrawal of the objection is respectfully requested.

II. Claim Objections of Claims 14 and 19

The Examiner objects to the phrase of "...Internet client having real-time location..." Applicant has amended the claims to clarify that the location is detected by a GPS receive coupled to the Internet client. The GPS location is described in Specification, Paragraphs 19, page 3, and 37, page 7.

Withdrawal of the objection is respectfully requested.

III. Claim Rejections – Sec. 103

The Examiner rejects claims 14-28 as being unpatentable over Hanson in view of Bandera. Applicant respectfully traverses the rejection and explains the key distinctions below.

1. Bid values are not transmitted to the user in the present invention.

Hanson transmits various bid values to the user for the user to select. The full impression is only transmitted to the user when the user indicates his offer of the bid value. The invention, as claimed by the amended independent claims 14 and 19, do not ever transmit the bid values to the user for selection. In contrast, the server of the present invention selects the highest bid value, and then transmits the associated impression, without the bid value, to the user. The user never sees, or has to act on, the bid values, in order to receive the impression.

2. Transmitted impressions are non-teaser commercial impressions without the bid values.

The impression of the present invention is a non-teaser commercial advertisement. There is never a teaser ad, or thumbnail ad, transmitted, with their corresponding bid values, to the user for selection. The process of bidding is transparent to the user, who never sees any ad, teaser or not, until the highest bid value is selected by the server.

As amended, the Hanson reference can be clearly distinguished by the claimed invention. The more prominent distinctions are listed and explained below:

1. *“Following this profile matching, the advertiser providing the highest or revised bid value is selected by the user, for display, by the server 600...”* (Office Action, page 4).

For Hanson's operation, the bid values have to be transmitted to the user for the selection, which is quite distinguishable from the claimed invention.

2. *"Thereafter, transmitting automatically (without the user's intervention) from the server 600 to the Internet client or user the winning bid value along with the advertiser's name (or a short message describing the business the advertiser is in), receiving by the server 600 from the user a signal indicating the user's acceptance of the offer..."* (Office Action, bottom of page 5 to top of page 6).

The system in Hanson transmits the offer or bid value to the user for the selection. (Col. 10, lines 44-50, lines 55-57; Fig. 11, Step 1120, Fig. 15, Step 1120). Only with the bid values can the user select the offer to accept. As described above, the bid values are not transmitted to the user of the present invention, since the selection is done at the server. The only thing that is transmitted to the user is the "non-teaser" commercial impression, corresponding to the selected bid and it is only transmitted after the selection is done at the server.

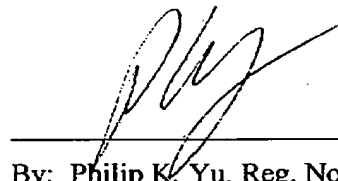
Therefore, there are quite a few important distinctions between Hanson and the presently claimed invention. Even if Hanson can be modified to include the location-based system of Bandera, the resulting system is still not the same as the claimed invention. Hanson's system is based on the user receiving and selecting of the **bid values**, whereas the present invention transmits only the non-teaser commercial impression, **without the bid value**, to the user, after the selection is done by the server.

For the above reasons, it is respectfully submitted that the Sec. 103 rejections of claims 14-28 based on Hanson in view of Bandera should be withdrawn.

Conclusion

In summary, Applicant respectfully submits that the claims as amended are patentable over Hanson in view of Bandera, and should be in condition for allowance upon the Examiner's consideration. The Examiner is encouraged to contact the undersigned Attorney to discuss any matter relating to the present application.

Respectfully submitted,



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